PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Alex Holtzman

DATE: May 24, 1983

FROM: Jim Thompson

SUBJECT: Media Liability

Outdoor contracts differ from print media in that they do not refer to the standard 4 A's contract but it includes a sole liability statement on the back of their display contracts.

JLT/mcf
Att.

cc: C. Beck

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Source: https://www.industrydocuments.ucsf.edu/docs/gqyn0004